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|  | 16.68 points | 12.51 points | 8.34 points | 4.17 points |
| Use of class time | Group used time wisely and efficiently. Constantly working toward completion. No supervision needed. | Task was completed outside of class time. Some cooperation present, but with some supervision. | Task could not be completed during class time. Little cooperation present, supervision required. | Task not completed as required demonstrating little if any cooperation. Students lack ability to complete task as outlined. |
| Staying consistent in perspective chosen | All entries consistent with the perspective selected. | Most all entries consistent with perspective selected. Some variations. | Only the editorial showed a perspective. All other entries lacked a perspective selected. | No attempt shown even within the editorial to demonstrate a perspective. |
| Information | A complete and concise amount of information is included in the video. There is evidence of it being insightful and unique in its employment. Cause and effect relationships are complete and well explained. | Most of the video appears to have complete amounts of information. Some cause and effect given. | Few parts of the video demonstrated a cause and effect relationship. Very little detail present. | No part demonstrated a cause and effect relationship. Lack of attention to any detail demonstrates confusion or misunderstanding. |
| Creative integrity of final product | Final product demonstrates a creativeness in the production and the completion of the final product. Artist merit is present in all aspects of the video the minutest detail | Nearly all elements of the final product have artist merit, but there are some inconsistencies in terms of the integrity of the elements included. | Some attempts shown at having creative merit, but overall the final product lacks a cohesive level of merit. | Little if any attempt demonstrated in seeing that the final product contains any element of creativity. Assignment may be completed, but my lack any discernible level of creativity. |
| Length of video | Video length was perfect for the time needed to convey message. | Video could have been a little longer/shorter. But generally time allocated was sufficient. | Clearly a time management issue was revealed in the video. Demonstrated a lack of planning and execution. | The video was so haphazardly put together that it is a clear failure of time management. |
| Technical integrity of final product | Successful use of all technical elements. | Some obvious problems with technical elements. | Quite a few problems with whatever technical elements used | No technical elements attempted and when attempted problems are clear. |